

REMARKS

Claims 1, 4-9, 16-18 and 20-30 were pending and stand rejected. Claims 1, 16, 18, 20, and 23 are amended. Claims 1, 4-9, 16-18, and 20-30 are pending upon entry of this amendment.

SUMMARY OF INTERVIEW

Applicants thank Examiner Augustine for the telephonic interview conducted with Applicants' representatives on December 18, 2008. During the interview, Applicants' representatives and the Examiner discussed the rejections outstanding in the office action and proposed amendments to overcome these rejections. Agreement was reached that the amendments to claim 1 proposed during the interview overcome the current rejections.

REJECTIONS UNDER 35 U.S.C. 103(a)

Claims 1, 4-10, 12, 15-18 and 20-30 stand rejected under 35 U.S.C. 103(a) as being unpatentable over Hess et al. (U.S. Patent No. 6,058,417) in view of Sciammarella et al. (U.S. Patent No. 5,982,369). Claims 3 and 11 are rejected under 35 U.S.C. 103(a) as being unpatentable over Hess in view of Sciammarella and further in view of Barnett et al. (U.S. Patent No. 6,369,840). Applicants respectfully traverse these rejections as applied to the amended claims.

Applicants have amended claim 1 in the same manner as proposed during the interview of December 18 to recite that the advertising associated with the product search query is distinct from the set of links. Agreement was reached that this amendment overcomes the § 103 rejection of claim 1. Independent claims 16, 18, 20, and 23 have been amended in a similar manner and Applicants submit that these claims are not obvious in

view of the cited references for at least the same reasons. The dependent claims incorporate the elements of their base claims, and are also not obvious for at least the same reasons. Accordingly, Applicants respectfully request that the Examiner withdraw these rejections.

CONCLUSION

If the Examiner wishes to discuss the above amendments and remarks, or if the Examiner believes that for any reason direct contact with Applicants' representative would help to advance the prosecution of this case to finality, the Examiner is invited to telephone the undersigned at the number given below.

Respectfully Submitted,
CRAIG NEVILL-MANNING, ET AL.

Dated: January 30, 2009

By: /Brian Hoffman/
Brian M. Hoffman, Reg. No. 39, 713
Fenwick & West LLP
Silicon Valley Center
801 California Street
Mountain View, CA 94041
Tel.: (415) 875-2484
Fax: (415) 281-1350